

media release

Colorado State Fair
Colorado Department of Agriculture
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FOR IMMEDIATE RELEASE

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142nd Annual Colorado State Fair Comes to a Close

PUEBLO, Colo. – The 2014 Colorado State Fair ends its 11-day run as Colorado's premier celebration of youth and agriculture. Attendance increased to 498,720; in 2013, 476,966 people attended the Colorado State Fair.

“We had a number of things that may have contributed to the increased attendance including cooler weather, a great entertainment lineup, fun free attractions, and discount days every day to help families enjoy this summer tradition,” said General Manager, Chris Wiseman. “We also stayed true to our mission of highlighting the importance of agriculture, providing educational opportunities to the people of Colorado, and supporting 4-H and FFA youth. That is our true measure of success.”

Highlights from the 2014 Colorado State Fair:

- The annual Colorado's Touchstone Energy Cooperatives Junior Livestock Sale celebrated a record-breaking year. According to preliminary totals, the 2014 sale accumulated approximately \$480,950 from the state's most dedicated bidders. Last year's sale totaled \$452,424. The sale is instrumental in supporting the future of Colorado's agribusiness as it demonstrates to youth the importance of raising quality livestock and the work required of those who pursue careers in agriculture. Preliminary results are available at <http://www.coloradostatefair.com/p/events/244>.
- Five nights of PRCA Ram Rodeo action brought some of the country's top cowboys and cowgirls to Pueblo.
- PRCA & the Colorado State Fair announced an expanding partnership that will have the capability of increasing tourism to Pueblo and the state of Colorado. The *Wrangler Champions Challenge* presented by Justin Boots features the top 10 rodeo athletes in the World versus the best stock in a single round. Prize money is \$124,000. Each event is broadcast on CBS Sports Network.
- The Fair offered a wide variety of free, family attractions including talented canines, a strongman, a petting zoo, and three free music stages.
- Nearly 73,000 people enjoyed the Colorado State Fair entertainment series including Brantley Gilbert (sold out), Clay Walker with the PRCA Ram Rodeo (sold out), Chris Young with the PRCA Ram Rodeo (sold out), KORN, Gabriel Iglesias, monster trucks and demolition derby (sold out).
- The State Fair General Entry department received approximately 7,500 entries by 1,300 exhibitors in a variety of categories including fine arts, canning, quilts, crops, and cooking.
- Approximately 500 commercial and food locations sold products at this year's Fair. An assortment of delicious fair food was offered to tempt taste buds including red velvet funnel cakes, gourmet hot dogs, hamburgers, and deep fried Twinkies.
- The Fair's horse show department hosted a number of high-quality shows including the Gypsy Draft Horses, the NRHA Reining Event, and the NRHA Youth Freestyle Competition.

A profit/loss report is currently being figured and those numbers should be available soon. Results from the State Fair competitions continue to be posted at www.coloradostatefair.com.

The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the year; \$29 million of that activity is driven by the annual State Fair event. In addition to showcasing Colorado agriculture, the annual event features one of the country's largest traveling carnivals, artwork, crafts, food competitions, thrilling rodeo action, a wide variety of food and merchandise booths and a Fiesta Day honoring Colorado's ties to the Hispanic culture.

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